

805 KUSH



Projections

Planned delivery-only cannabis service for Goleta, CA: start-up budget, operating costs and revenue scenarios from the 805 Kush planning workbook, with arithmetic and labelling corrections applied.

Forward-looking estimates, not guarantees. Every figure on this page is a projection from a planning workbook. Actual results may differ materially. 805 Kush is a design concept: it is not an operating business, is not licensed, and does not sell or deliver any products. Nothing here is an offer to sell or a solicitation to buy securities. Licensing, tax and regulatory assumptions have not been professionally reviewed.

Key figures.

Start-up budget

\$225,000

Total start-up expenses

Annual operating expenses

\$291,300

\$798 per day

Yearly net profit, Average

\$273,089

40 deliveries/day, \$564,389 net sales

Yearly net profit, range

\$61,443 –**\$595,596**

Low to MAX scenario

Revenue scenarios.

Yearly net profit by scenario (before income taxes and start-up costs)

Sheet: Startup Details - Low / Medium / High Delivery Projections

Low		\$61,443
Average		\$273,089
High		\$484,734
MAX		\$595,596

Daily deliveries, net ticket and net profit

Sheet: Startup Details - Low / Medium / High Delivery Projections

Scenario	Deliveries / day	Net ticket*	Daily net sales*	Less daily operating expenses	Daily net profit	Yearly net profit
Low	25	\$38.66	\$966	\$798	\$168	\$61,443
Average	40	\$38.66	\$1,546	\$798	\$748	\$273,089
High	55	\$38.66	\$2,126	\$798	\$1,328	\$484,734
MAX	55	\$44.18	\$2,430	\$798	\$1,632	\$595,596

*Net of cost of goods and taxes, per the sheet's net-ticket formula. Low, Average and High use the average net ticket across the four ticket sizes; MAX uses the \$120 ticket. Daily operating expenses = annual operating expenses ÷ 365. Net profit = net sales minus annual operating expenses, before income taxes and start-up costs.

P&L estimates by scenario
Sheet: Startup Details - P&L Estimates (restated)

Scenario	Yearly net sales*	– Annual operating expenses	Yearly net profit
Low	\$352,743	\$291,300	\$61,443
Average	\$564,389	\$291,300	\$273,089
High	\$776,034	\$291,300	\$484,734
MAX	\$886,896	\$291,300	\$595,596
Avg. of High & Average			\$378,911

*Net of cost of goods and taxes. Net profit = net sales minus annual operating expenses, before income taxes and start-up costs.

Model inputs
Sheet: Startup Details - Variable Data Input

Input	Base	Range factor
Gross ticket	\$90	\$10
Deliveries / day	25	10

Delivery and ticket matrix
Sheet: Startup Details - Delivery Ticket Averages

Row	\$90 ticket	\$100 ticket	\$110 ticket	\$120 ticket	Average	Yearly (× 365)
Gross ticket (before CoG & tax)	\$90.00	\$100.00	\$110.00	\$120.00	\$105.00	—
Net ticket (after CoG & tax)	\$33.13	\$36.82	\$40.50	\$44.18	\$38.66	—
25 deliveries: daily net sales	\$828.36	\$920.40	\$1,012.44	\$1,104.48	\$966.42	\$352,743
35 deliveries: daily net sales	\$1,159.70	\$1,288.56	\$1,417.41	\$1,546.27	\$1,352.99	\$493,840
45 deliveries: daily net sales	\$1,491.05	\$1,656.72	\$1,822.39	\$1,988.06	\$1,739.55	\$634,937
55 deliveries: daily net sales	\$1,822.39	\$2,024.88	\$2,227.37	\$2,429.85	\$2,126.12	\$776,034
Average day (40 deliveries): daily net sales	\$1,325.37	\$1,472.64	\$1,619.90	\$1,767.17	\$1,546.27	\$564,389
40 deliveries: daily gross sales (before CoG & tax)	\$3,600.00	\$4,000.00	\$4,400.00	\$4,800.00	\$4,200.00	\$1,533,000

Gross tickets step from the \$90 base by the \$10 range factor; deliveries step from 25 by 10. Net ticket = gross ÷ 1.05 ÷ 1.005 ÷ 1.0725 ÷ 2.28 × 0.95 (the sheet's formula). The average of the four delivery rows' yearly figures is \$564,389, the same as the average-day row.

Start-up budget.

Start-up expenses
Sheet: Startup Details - Start Up Expenses

State License & Application Fees		\$35,000
Building Lease During Permit Process		\$26,000
Vehicle Lease Down Payment		\$2,000
Architects & Engineers		\$10,000
Construction		\$20,000
Vehicle Buildout		\$2,000
Initial Cost of Goods		\$30,000
Advertising		\$25,000
Initial Operating / Contingency Funds		\$75,000

Start-up expenses
Sheet: Startup Details - Start Up Expenses

Description	Cost
State License & Application Fees	\$35,000
Building Lease During Permit Process	\$26,000
Vehicle Lease Down Payment	\$2,000
Architects & Engineers	\$10,000
Construction	\$20,000
Vehicle Buildout	\$2,000
Initial Cost of Goods	\$30,000
Advertising	\$25,000
Initial Operating / Contingency Funds	\$75,000
Total	\$225,000

Annual operating expenses.



Annual operating expenses

Sheet: Startup Details - Annual Operating Expenses

Description	Cost
License Renewals	\$21,000
Building Lease	\$26,000
Liability Ins.	\$9,000
Auto Ins.	\$1,500
Workers Comp	\$5,000
Bond	\$3,000
Payroll - Manager (1)	\$50,000
Payroll - Drivers (4)	\$62,400
Vehicle Leases	\$9,000
Vehicle Fuel/Oil/Repairs	\$9,000
Utilities/Internet	\$5,400
Delivery Software	\$12,000
WeedMaps	\$15,000
Advertising	\$25,000
+5% Inventory Adj./Mo.	\$18,000
Contingency	\$20,000
Total	\$291,300

Drivers = 80 hours/week × \$15 × 52 weeks. Inventory adjustment = 5% of the \$30,000 initial cost of goods × 12 months.

Wholesale pricing model.

Bulk factor pricing (per unit)

Sheet: 805 Wholesale Model - Bulk Factor Pricing

Unit wholesale	+ Excise tax	805 retail	Normal retail	805 price savings
\$20.00	\$25.40	\$46.85	\$57.49	\$10.64
\$18.00	\$22.86	\$42.17	\$51.74	\$9.57
\$15.00	\$19.05	\$35.14	\$43.12	\$7.98
\$13.00	\$16.51	\$30.46	\$37.37	\$6.92
\$11.00	\$13.97	\$25.77	\$31.62	\$5.85
\$10.00	\$12.70	\$23.43	\$28.75	\$5.32
\$9.00	\$11.43	\$21.08	\$25.87	\$4.79
\$7.00	\$8.89	\$16.40	\$20.12	\$3.72
\$5.00	\$6.35	\$11.71	\$14.37	\$2.66

805 retail = (wholesale × 80% markup + wholesale with excise) × sales and city taxes. Normal retail = wholesale × 2 × excise × sales and city taxes. Savings = normal retail – 805 retail (what the customer saves).

Wholesale model variables

Sheet: 805 Wholesale Model - Variables

Wholesale markup	Gross ticket minimum	Deliveries / day
80%	\$180	21.5

Projection with wholesale model

Sheet: 805 Wholesale Model - Projections with Wholesale Model

Net ticket	Daily net sales	Daily operating expenses	Daily net profit	Yearly net profit
\$50.09	\$1,077.00	\$798.08	\$278.92	\$101,803.98

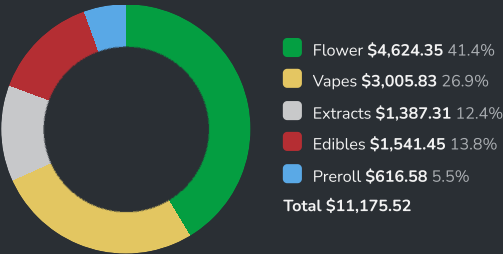
Net profit = net sales minus annual operating expenses, before income taxes and start-up costs.

Tax	Rate	Multiplier used
Excise tax (15% × 1.8 markup, on wholesale)	27%	× 1.27
State sales tax	7.25%	× 1.073
County sales tax	0.5%	× 1.005
City cannabis tax	5%	× 1.05
Total (simple sum, as in the sheet)	39.75%	

The formulas apply these as multipliers in sequence, so all four together compound to × 1.4373 (43.73%).

Mobile inventory.

Mobile inventory mix (retail post-tax value)
Sheet: Mobile Inventory Breakdown · Pie Chart Data



Mobile inventory: \$10K carry limit
Sheet: Mobile Inventory Breakdown · \$10K Carry Limit

Item	Unit weight (g)	Cost	Strains / options	Units	Gram count	Units total	Cost total	Retail pre-tax	Retail post-tax
Sativa Jars (1/4's)	3.5	\$15.00	2	20	140	40	\$600.00	\$1,362.00	\$1,541.45
Hybrid Jars (1/4's)	3.5	\$15.00	2	20	140	40	\$600.00	\$1,362.00	\$1,541.45
Indica Jars (1/4's)	3.5	\$15.00	2	20	140	40	\$600.00	\$1,362.00	\$1,541.45
Sativa Vapes	1.0	\$13.00	3	10	30	30	\$390.00	\$885.30	\$1,001.94
Hybrid Vapes	1.0	\$13.00	3	10	30	30	\$390.00	\$885.30	\$1,001.94
Indica Vapes	1.0	\$13.00	3	10	30	30	\$390.00	\$885.30	\$1,001.94
Sativa Extracts	1.0	\$12.00	3	5	15	15	\$180.00	\$408.60	\$462.44
Hybrid Extracts	1.0	\$12.00	3	5	15	15	\$180.00	\$408.60	\$462.44
Indica Extracts	1.0	\$12.00	3	5	15	15	\$180.00	\$408.60	\$462.44
Sativa Gummy's		\$10.00	2	5		10	\$100.00	\$227.00	\$256.91
Hybrid Gummy's		\$10.00	2	5		10	\$100.00	\$227.00	\$256.91
Indica Gummy's		\$10.00	2	5		10	\$100.00	\$227.00	\$256.91
Milk Chocolate		\$10.00	2	5		10	\$100.00	\$227.00	\$256.91
Dark Chocolate		\$10.00	2	5		10	\$100.00	\$227.00	\$256.91
Other Chocolate		\$10.00	2	5		10	\$100.00	\$227.00	\$256.91
Preroll	1.0	\$4.00	2	30	60	60	\$240.00	\$544.80	\$616.58
Totals				165	615	375	\$4,350.00	\$9,874.50	\$11,175.52

Retail pre-tax = cost × 2.27; post-tax adds state, county and city taxes (excise not included). Against the \$10K limit: cost total \$4,350, retail pre-tax \$9,874.50, retail post-tax \$11,175.52. The post-tax total is above \$10,000. Which value counts toward the limit is still to be confirmed.

Delivery operations.

Driver schedule: 10:30am – 8:30pm, 7 days a week (70 business hours)
Sheet: Driver Schedule

Driver	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 [AM]	10:30am - 3:30pm	10:30am - 3:30pm				10:30am - 3:30pm	10:30am - 3:30pm
2 [PM]			3:30pm - 8:30pm	3:30pm - 8:30pm	3:30pm - 8:30pm	3:30pm - 8:30pm	
3 [AM/PM]			10:30am - 3:30pm	10:30am - 3:30pm	3:30pm - 8:30pm	3:30pm - 8:30pm	
4 [AM/PM]	3:30pm - 8:30pm	3:30pm - 8:30pm	10:30am - 3:30pm				3:30pm - 8:30pm
Total							

Deliveries per hour
Sheet: Driver Schedule · Deliveries Per Hour

Daily delivery average	Active business hours	Deliveries per hour
40	10 hours	4

10:30am to 8:30pm is 10 hours a day.

Driver pay calculator
Sheet: Driver Schedule · Pay Calculator

Hours / week	Pay / hour	Pay / week	Year
80	\$15	\$1,200	\$62,400

Assumptions & period.

- Model period: one year of operation. Daily figures are annualised × 365; operating expenses are annual. The workbook has no start date.
- Service: delivery only, 7 days a week, 10:30am – 8:30pm, four drivers (80 driver-hours/week at \$15/hour).
- Inputs: gross ticket \$90 base, \$10 steps; 25 deliveries/day base, steps of 10.
- Wholesale model: 80% wholesale markup, \$180 gross ticket minimum, 21.5 deliveries/day.
- Taxes: excise 27% (15% × 1.8), state 7.25%, county 0.5%, city 5%.
- Mobile inventory sized against a \$10K carry limit.
- Figures are illustrative placeholders for a design concept.

Contact.

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